

## **6.2 The Chief Minister regarding development of the new Jersey Brand**

### **Senator F.H. Walker (The Chief Minister):**

I am, of course, aware that there has been some considerable criticism of the logo that forms a small part of the new brand that is being developed to improve the marketing of Jersey and its businesses to current and future clients. Given what the public have so far seen of the brand through the media and the misunderstanding that the brand simply consists of the flying golden 'J' logo and the associated "Jersey Life Enriching" line, I am not at all surprised by these criticisms. I am not at all surprised by the allegations of a waste of money. Had we actually spent £240,000 on just the logo and the line I think the criticisms would be entirely justified. The truth is, of course, that the brand consists of much more than the logo and the line, which are but 2 very small parts of a carefully designed, complete marketing package. Jersey has to be successful in an increasingly competitive market base where many of those with whom we compete have already achieved new levels of success with the assistance of well-designed and well-marketed brands. We cannot afford to be left behind. The Jersey Tourism 'J' logo, which some have compared the new brand with unfavourably, was just that: a brand for the tourism industry which, incidentally, was much criticised when it was launched some 11 years ago. If Jersey is to be as successful as possible then we have to present a united, high quality image for all economic sectors which sets us apart from our competitors. That is why we commissioned Corporate Edge, who are acknowledged world players in branding and who have worked with great success with New Zealand and other countries, to research and develop a new Jersey brand. The £240,000 that is quoted as having been spent on the brand was, in fact, spent undertaking thorough market research, the feedback from which was overwhelmingly favourable, and developing a whole suite of new marketing information. We now have an outline for a new website for all business sectors, a prototype film to be used in marketing the Island, new and much improved tourism advertising campaigns and a new brochure and marketing guide. However, in view of the controversy I have decided that we should lay all of this out before States Members, the media and the public so that they can see what is intended and have a better understanding not only of the significance of the work but also see that what they have been shown so far is a very insignificant part of the whole. We will, therefore, be organising a full presentation at the time of the next States sitting on 5th June where all Members will be able to see and to judge the complete branding exercise for themselves. I will also be inviting the media, our public critics and anyone who is interested to see firsthand what is really involved and where their money has been spent.

### **6.2.1 Senator B.E. Shenton:**

Will the Chief Minister not concede that a logo that needs a full presentation to explain what it means is a bit of a failure and a waste of money?

### **Senator F.H. Walker:**

No, because the Senator, like so many others, misinterprets the point. The logo, as I said in my statement, is a very small part of the overall brand and it is a brand that the Senator and other Members and the public will be presented with and it is a brand that will come to recognise as being a step forward for Jersey, not just a logo.

### **6.2.2 The Deputy of St. Martin:**

I am a little intrigued as to why the Chief Minister is making a statement and not the Minister for Economic Development. Could I ask who commissioned this brand of work? Was it the Chief Minister's office or was it the Minister for Economic Development?

### **Senator F.H. Walker:**

It was jointly commissioned and because this is an all-Island covering brand I have agreed to take, and I am happy to take, personal responsibility.

### **6.2.3 The Deputy of St. John:**

Does the Chief Minister agree that in order to have a successful brand it is vital that it is fully supported by all stakeholders such as local industry and in particular the finance industry? Does he believe that he has that support?

#### **Senator F.H. Walker:**

Quite clearly not everyone is supportive of the brand and that is possibly an understatement, but I have yet to come across any brand that has been introduced that has not been the subject of criticism at the time of its introduction. To answer the question posed by the Deputy more accurately, a completely independent firm of expert market researchers was engaged who undertook market research to establish market research procedures in the U.K. and also in Jersey and the feedback on the research conducted in Jersey; the majority of those from the finance industry were in support.

### **6.2.4 Deputy G.W.J. de Faye:**

Is it not the case - and I am slightly surprised it did not come out more strongly in the Chief Minister's statement - that the whole point of this branding exercise is to brand Jersey to people who live outside the Island who are potential customers, potential visitors, who may live in Europe or elsewhere who have probably very little knowledge of Jersey? Whether local people find the logo appealing or not is, in fact, largely irrelevant.

#### **Senator F.H. Walker:**

The principal objective of the brand - and let us focus on the brand as a whole not the logo - is to enable Jersey to be promoted more effectively overseas, and the Deputy is quite right in that respect. But I will come back to it, if I may. The market research conducted in the U.K. was overwhelmingly favourable and in support of the brand that has now been produced, but I will concede that there is a secondary objective and the secondary objective is for local people to sign-up behind the way Jersey is promoted with enthusiasm. At the moment that clearly represents a problem and that is why I think it is important that we put the whole brand before as many people as possible and as many people who are interested.

### **6.2.5 Deputy P.V.F. Le Claire:**

Not wishing to criticise the brand, I believe there is enough of a statement here today for us to be able to wait and judge for ourselves, and the offer has been extended to the media and members of the public which is the way it should be, I believe. Would the Minister undertake to consider whether or not in the future any expenditure on such branding or, in particular, bronze trees or yellow cows or pink surfboards are brought before the States Assembly, especially if considerable amounts of money are expended in those areas? I can for certain say that the vast amount of people that I speak to do question our expenditure in these areas and, in particular, the bronze tree. I know we are not talking about it but people have questioned that in particular.

#### **Senator F.H. Walker:**

I cannot agree to that request. I think Members' reaction to the Deputy's question mirrors mine, and that is no; that is micro-management. In any case, the chances of persuading all 53 Members to sign-up behind any one particular brand such as this I would have thought are fairly slim.

### **6.2.6 The Connétable of St. Peter:**

Given that we constantly get told by the Treasury Resources Minister and, indeed, the Chief Minister that we have to be conscious of the spending power in the Island and the amount of money that everything is costing and we have to cut services here and cut services there, does he accept that the spending of quarter of a million pounds on something like this is, quite frankly, a sheer waste of money?

**Senator F.H. Walker:**

I do not, and I do not think the Constable can make that statement until he has seen for himself the entire brand. Also, this is an investment and if used correctly it will earn far more in income for the Island than it has cost to develop and that, of course, is the objective.

**6.2.7 Deputy J.A. Martin:**

Just to follow on, whatever my own feelings might be of the flying 'J' - which I always thought was a flying golden bird but I have now been enlightened - what the Minister for Transport said about attracting other markets, did the Minister just say there had been thorough market research done in the U.K. and, if this is the case, did we not miss a golden opportunity to go to the rest of Europe, which is something that we really do need to attract? Could he confirm it was just the U.K. and Jersey?

**Senator F.H. Walker:**

It was just the U.K. Of course, we could have gone further afield but had we done so the cost would have been very considerably greater. We should never forget that the U.K. remains, by no means our exclusive marketplace, our major marketplace for most of our industries. The reaction of the U.K. market is fundamental to the success or otherwise of the new brand.

**6.2.8 Senator J.L. Perchard:**

Did the Chief Minister not recognise the new logo resembled a banana skin before he stood on it?

**Senator F.H. Walker:**

I will answer any serious questions. **[Laughter]**

**6.2.9 Deputy D.W. Mezbourian:**

Will the Chief Minister not agree that this has been handled very badly and that had this statement been made much earlier in the process we would not have come in for the criticism that we have done?

**Senator F.H. Walker:**

Yes, in part, but I have to say that all the media were sent a complete P.D.F. file on the complete brand, or much more of the brand than has been represented. For whatever reason the media have chosen to focus purely on the logo and the strap line and I regret that. Could we have handled it better by making a statement such as this earlier, perhaps making presentations earlier? I think I have to accept the answer is yes.